Kosha Soni
UX / Product Designer

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Product-minded UX Designer with 6+ years of experience driving complex enterprise software and AI-integrated platforms from concept to scale. Skilled at leading end-to-end design across 0→1 initiatives, aligning user experience with business intelligence and operational goals. Adept in system design, scalable design systems, and cross-functional collaboration across engineering, data science, and product. Passionate about building responsible, automation-enhanced user experiences and moving toward UX leadership focused on AI-first teams and platforms.

Education

Bachelors   2013 - 2017
Computer Engineering

Masters   2018 - 2020
Information Technology in Human- Computer Interaction

MBA   2021 - 2023
Information Technology

PhD   2023 - 2028
Computer Science in Human- Computer Interaction

Core Skills

UX Methods

Design Thinking
Design System
Visual Hierarchy
Ideation / Brainstorming
User Research
Information Architecture
Data Visualization
Prototyping
Storyboarding
Mobile - First Approach
Responsive Design
Accessibility (WCAG)
Cognitive Walkthrough
Usability Evaluation
Heuristic Evaluation
User Interviews
Journey Maps
User Stories
A/B Testing
Micro-Interactions
Heatmaps
Eyetracking
NPS Insights
Agile Methodology

Tools

Figma
Sketch
Adobe XD
Marvel
Miro
InVision
Whimsical
Axure RP
Zeplin
Adobe Illustrator
WebFlow
Wix
HTML
CSS
JavaScript

Professional Experience

Product Designer, Dell Technologies   Oct 2022 – Oct 2024
Enterprise, B2B, AI Integrated Business Intelligence & Sales Applications

- Led the end-to-end UX strategy across multiple 0→1 enterprise sales products, owning discovery, research, prototyping, and validation to shape high-impact experiences from the ground up. Partnered with stakeholders and cross-functional teams to influence product direction, drive adoption, and align solutions with both user needs and business goals.
- Created and maintained a scalable Figma design system that standardized UX guidelines, UI components, and accessibility standards across teams, enhancing collaboration with the engineering team to significantly improve interface consistency and delivery speed across the product suite.
- Designed high-impact sales enablement and planning tools that unlocked measurable efficiency gains, saving 120,000+ hours annually, boosting CRM engagement by 3.3x, doubling NPS response rates, and reducing rollout time from 10 weeks to just 1.

Lead UX Designer Consultant, Kavi Global   Jun 2021 – Oct 2022
Enterprise, B2B, AI-Powered Operations and Data-Driven Platforms

- Led UX design for an AI-powered Intelligent Digital Scheduler at a major American rail company, simplifying complex workflows, reducing training friction, and improving scalability, ultimately enabling $100M+ in annual operational gains through intuitive, data-driven interface design.
- Developed data-driven UX solutions aligned with key business KPIs by partnering with stakeholders, data scientists, and engineers to translate complex requirements into end-to-end user-centered designs that improved efficiency and resource optimization.
- Led the redesign of the company's marketing website with Adobe XD, creating a responsive, CMS-driven UI that improved user engagement and aligned with modern UX best practices.

Lead UX Designer, Instaparty   Jun 2020 – Jun 2021
Startup B2B/B2C Mobile Application Event Planning Marketplace

- Led end-to-end UX for a dual-sided mobile marketplace, designing inclusive, mobile-first experiences that streamlined vendor discovery, service selection, and payments, grounded in accessibility standards and usability best practices.
- Built a modular design system from the ground up, ensuring internal UI consistency, brand alignment, and significantly accelerating design-to-dev handoff across a globally distributed team.
- Ran iterative usability testing and onboarding research, improving flow clarity, vendor engagement, and app retention, while ensuring compliance with accessibility and interaction guidelines for broader usability

UX Designer, Fireside Tech Solutions   Jan 2020 – Jun 2020
B2C Websites/Digital Solutions for Small Businesses & Emerging Startups

- Led UX strategy and execution for multiple small business clients, delivering scalable, accessible web solutions from concept to launch, tailored to varied industry needs and user behaviors.
- Drove end-to-end research and usability efforts, conducting stakeholder workshops, user interviews, and heuristic evaluations to uncover pain points, align with business goals, and inform iterative prototyping.
- Partnered with developers to ensure pixel-accurate implementation, maintaining design consistency and optimizing product usability, engagement, and customer satisfaction across platforms.

UX Designer (Intern), Walmart   Jun 2019 – Aug 2019
Enterprise, B2B, SaaS, Reporting Tools & Data Visualization Platforms

- Designed enterprise reporting interfaces to improve data visualization and decision-making workflows, using Sketch, InVision, and Zeplin to create wireframes and high-fidelity prototypes.
- Simplified complex data flows into intuitive screen layouts and navigational patterns, improving usability and accessibility across key reporting tasks.
- Collaborated in agile sprints with senior designers, PMs, and engineers, contributing to ideation, usability testing, and refinement cycles that elevated task efficiency and product clarity.

Digital Designer, Vistaprint   Apr 2017 – Aug 2018
Marketing Material and Enterprise Application

- Designed and developed a web-based Rewards & Recognition platform, delivering a cohesive, user-friendly internal tool with consistent UI and strong visual hierarchy.
- Created personalized digital and print marketing assets, including templates, graphics, and illustrations, tailored to small business branding and campaign goals.
- Partnered cross-functionally with marketing, content, and dev teams, ensuring brand consistency across channels while conducting client consultations to improve personalization and user satisfaction.